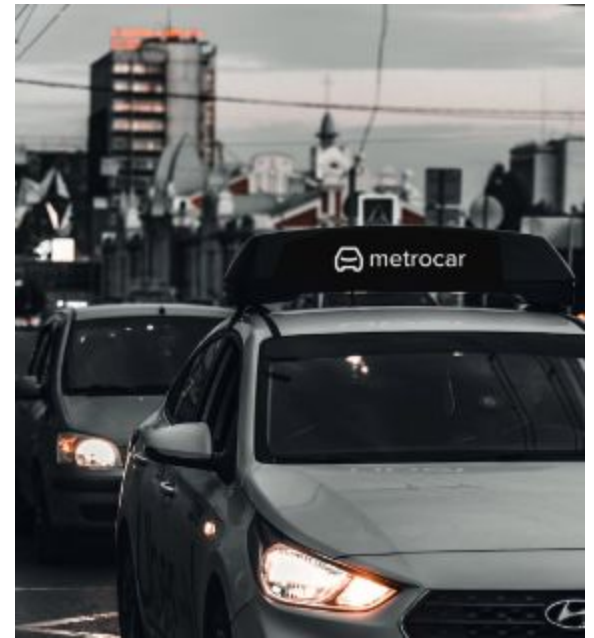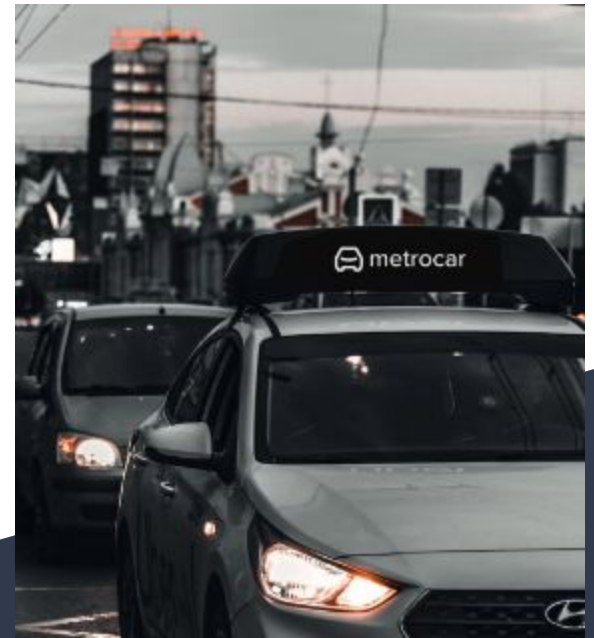# metrocar

A shared ride App

Presented by:
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User behaviour Analysis

Overview:

- Where do we stand?

- What is our current bottleneck?

- Recommendations

How do our customers behave?

Nearly half of the users, who have a driver accepting their request, do not proceed to complete the ride

Users lost Funnel

Conversion Rate

App Download (100.0%) — 23.608k
-25.4%
Signup (74.6%) — 17.623k
-29.6%
Ride Request (52.5%) — 12.406k
-1%
Driver Acceptance (52.0%) — 12.278k
-49.2%
Ride (26.4%) — 6233
-0%
at least one Payment (26.4%) — 6233
-30%
Review (18.4%) — 4348

Potential Issues

Approximately one-third of ride requests are not accepted. This could be due to various reasons such as driver unavailability, mismatches between driver and rider locations, or system inefficiencies.

Orders fullfilled

Ride request (100.0%)	385.477k
- 35.6%	
Driver acceptance (64.4%)	248.379k
-10%	
Ride finished (58.0%)	223.652k
-5%	
Ride paid (55.2%)	212.628k
-27%	
Ride reviewed (40.5%)	156.211k

Conversion Rate

Suggestions

- **Tracking cancellation source**

- **Potential Survey for Cancellations**

- **In what age group are our target customers**